

## Patentability Assessment

- **Eligibility**
  - Analysis of 35 USC 101 on subject matter
- **Novelty**
  - Whether your invention is new under 35 USC 102
- **Non-Obviousness**
  - Whether your invention is obvious variant of prior art under 35 USC 103

## Marketability Assessment

- **Industry/Market Size**
  - Determination of Total Potential Demand
- **Competition**
  - Quantity, Maturity, Dispersion
- **Barriers to Entry**
  - Investment, Research, Regulations

## Patent Success Matrix™

